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UNIVERSITI
TEKNOLOGI
MARA

FUNDAMENTAL OF ENTREPRENEURSHIP (ENT 300)

BUSINESS PLAN

COMPADRES ENTERPRISE

FOOD PRODUCT (CROQUETTES)

FACULTY & PROGRAMME: DIPLOMA IN BANKING STUDIES (BA119)

SEMESTER : 5

PROJECT TITLE : FOOD INDUSTRY

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PREPARE FOR:

SIR HJ. AHMAD FAISAL BIN HJ. MAHDI

SUBMISSION DATE: 6th December /2019

TABLE OF CONTENT

Content	Page Number
Acknowledgement	
Partnership Agreement	
Letter of Submission	
Executive Summary	
<u>1. General Plan</u>	
1.0 Introduction to Business Plan	
1.1 Purpose of Business Plan	
1.2 Company Business Background	
1.3 Partnership Background	
1.4 Location	
<u>2. Administration Plan</u>	
2.1 Introduction to the organization	
2.1.1 Vision	
2.1.2 Mission	
2.1.3 Logo and Description	
2.1.4 Objective of Administration Plan	
2.2 Organization Structure	

Letter of Submission

Diploma in Business Studies
Faculty of Business Management
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SIR HJ. AHMAD FAISAL BIN HJ. MAHDI
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Sarawak.

6th DECEMBER 2019

Sir,

SUBMISSION OF BUSINESS PLAN

According to the title above, I, Muhammad Syazwan Bin Rosley as the General Manager of COMPADRES ENTERPRISE, the representative of my team mates have finished our business plan and we would like to submit it for further reviewing.

2. This report is done according to the guidelines and requirements given for the subject Fundamental of Entrepreneurship (ENT300) as the precondition of Universiti Teknologi MARA.
3. We also will apply the knowledge and skills that we gain throughout the process of completing this business plan in real life when we want to run our own business in the future.

EXECUTIVE SUMMARY

Compadres Enterprise was started on 30th December 2019 which consists of 5 members. Our company choose product that to be presented on our ENT300 project which is frozen food product. Our food products were inspired by Malay traditional dish, begedil where we have modernized the recipe.

Our members hold each important role in the company whereas the general manager is Mohammad Syazwan Rosley. For the marketing manager is Olivia Enuja ak Jimmy. As for our financial manager is Nuriffah Jafri. Furthermore, Nur Fatin Uzmahusna as the administration manager and Nur Syazwanie Sofian as the operation manager. Moreover, our company is located at Lot 5788 Dato Permaisuri 7 , Bandar Baru Permyjaya, Miri, Sarawak.

The reason that we choose begedil as our product because it is a traditional dish that has never made people disappointed so far especially Malaysian people. Begedil is the king of side dishes in Malay cuisines. Made of potato, minced meat and a mixed of herbs, dipped in egg and fried, the humble begedil is everyone's favourite. In general, many people love to eat potato which can be made in different kind of food. Every Asian country have their own version of begedil. For example, in Singapore and Indonesia because of its recipe that uses potato as the base or main ingredient. In Singapore, begedil is called Potato Patty while in Indonesia is called Perkedel.

We also were inspired by Japanese and Spanish dish that uses potato as the main ingredient but in different recipe and style which is Croquettes. In Japan, it is called as Korokke. Instead of dipped in egg, they use bread crumb for the outside structure. Same goes to croquettes in Spain where they added cheese in the potato and it is shaped like a potato stick. Therefore, we combined all these inspiration and recipe to create a marvelous, delicious begedil. We use the concept of Grab & Go

food because it can be convenient for customer to enjoy the dish without hassle. We also served with our special sauces. It creates the variety of taste of dish in a modern food trend.

INTRODUCTION

1.1 INTRODUCTION TO THE BUSINESS

i.	Name of the business	: Compadres Enterprise
ii.	Nature of business	: Partnership
iii.	Industry Profile	: Homemade Frozen Croquettes
iv.	Business Location	: Miri, Sarawak
v.	Date of commencement	: 30 th December 2019
vi.	Factors in selecting the proposed business	<p>:</p> <p>We choose this Fast-Food Industry because we believe this business is potential and have a big business opportunity. The potatoes is our business main product because we made it inspired by 'Kuih Begedil'.</p> <p>There are also have potential of market growth has the demand is high for fast food serving in Miri. We also choose this business because there are abundant of our raw materials in Miri in term of potatoes plants which we had made the deals with the farmer who sell the potatoes at Pasar Tamu Muhibbah in Miri. So we easily run our business.</p> <p>These Croquettes of Begedil surely will attract for potatoes lovers because in Miri there's not many stall sell the fast food of potatoes croquettes.</p>
vii.	Future prospects of the business	<p>:</p> <p>For the future we want to target to open up more our branches company in other places in Sarawak and also in Peninsular Malaysia which want to promote more about</p>